

# Micromobility

## Small Tool To Tackle Big Challenges

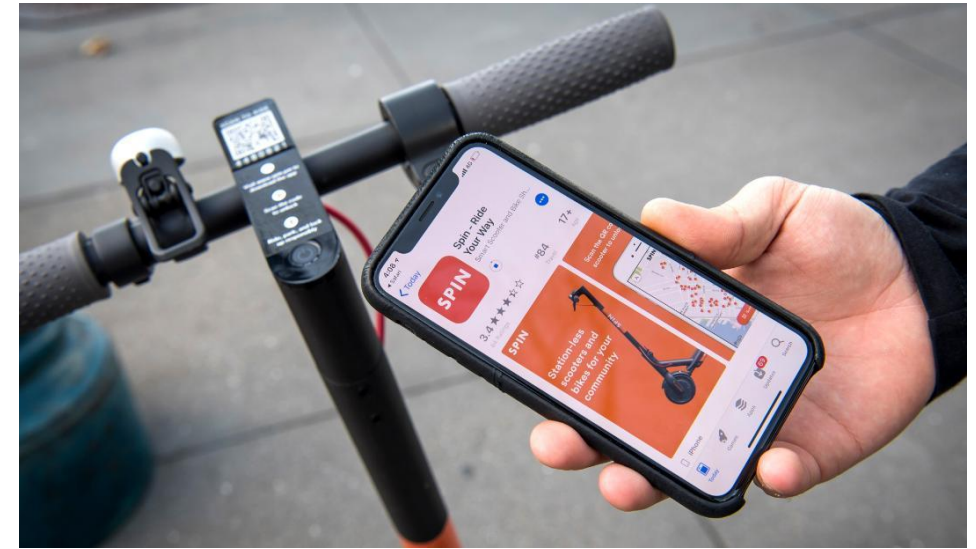


C/CAG Board of Directors Annual Forum April 8, 2021

Image source: <https://edf.com/news-and-events/news/bicycling-greener-and-healthier-%E2%80%9Cmicromobility%E2%80%9D-options/>



# Micromobility Overview

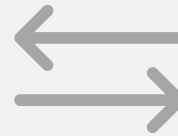


- Light-weight vehicles:
  - Bicycles
  - Scooters
  - Vespas
- Often Electric powered/assisted
- Borrow from a self-service rental
- Short term use

# Why Micromobility?



First/Last Mile Challenge



Mode Shift: VMT Reduction

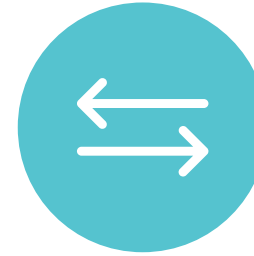


Increased transportation access

Is now  
the right time?



Greater Support For  
Bicycling



Change of Mobility  
Patterns



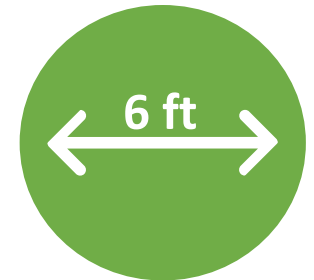
Economic  
Revitalization



Supplement Shuttles  
And TNC Rideshare



Service For Essential  
Workers



Ease of Maintaining  
Social Distance



# Assessing Potential Demand



## Commuters

Lives within 5 miles from work

Public transit user

Employers with Multiple Campuses

Large Office Parks



## Recreational Users

Downtown Shopping and Eating

Bike Trails

Tourists

# Equity



## Accessibility

Station Locations and Rebalancing  
Multiple Language Options  
Transit Integration  
Mixed Fleet Options



## Payment and Fees

Discounted Program  
Alternative Payment Structures  
Cash Pay Option  
Fare Integration



## Community Involvement

Local Operations and Staff  
Collaboration with non-profit and  
local advocacy groups

# Operation Models

## Publicly Owned and Operated

- Programmatic and Infrastructure Management (Kansas City)

## Publicly Owned/Private Operated

- Partnership through Contract
  - Public Agency partners with one or two vendors (Portland)

## Privately Owned and Operated

- Public Agency issues permit program (Oakland)

## Prohibited

- Micromobility is not allowed (Santa Fe)

# Defining C/CAG's Roles

Roles	Descriptions
Leadership	<ul style="list-style-type: none"><li>• Initiate a countywide micromobility program</li><li>• Dedicated Micromobility staff/team managing the program</li></ul>
Partner	<ul style="list-style-type: none"><li>• Partner with interested cities to launch pilot program</li><li>• Provide funding to initiate the pilot</li></ul>
Support	<ul style="list-style-type: none"><li>• Compile research and best practices</li><li>• Develop templates for permit applications, recommendations for payment options, and establish standardized trip data collection practices across jurisdictions</li><li>• Provide public education on safety measures</li><li>• Establish countywide micromobility equity program guidelines</li></ul>
Do Nothing	<ul style="list-style-type: none"><li>• Take a monitoring approach</li></ul>





# Poll Question

If San Mateo County were to implement a micromobility program, what role should C/CAG play?

<https://forms.gle/CUoYhudtqjyXSnyQ6>





# Planning the Next Steps



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